

## #2

**COMPLETE**

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Page 1: Questionnaire

### Q1 Candidate Information

**Candidate Name:** **Richelle Noroyan**  
**Email:** **rnforcouncil@cruzio.com**  
**Phone:** **831-439-4125**  
**Website:** **www.noroyanforcouncil.com**

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### Q2 What office do you seek to be elected to?

Santa Cruz City Councilmember

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**Q3 Please choose the option best describing your candidacy:** **Incumbent**

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**Q4 Do you identify as LGBTIQ?** **No, but I strive to be a LGBTIQ ally!**

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**Q5 Are you a member of the GLBT Alliance?** **No, but I'd like information on how I can become a member.**

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**Q6** Please describe your qualifications for the elected position you seek. Include your main issues, priorities if elected, key endorsements, plus anything else that you'd like our members to know about you and your candidacy.

For the past four years I have served on the Santa Cruz City Council. Before my election I served six years on the city's Public Works and Transportation Commission and before that on the city's Sister City Commission. Aside from this experience, I have held several volunteer positions for both the California Democratic Party and the Santa Cruz Democratic Party Central Committee for the past 26 years. I have worked professionally as a campaign staffer for Bill Clinton's campaign in 1992, Sam Farr for Congress in 1993, Mike Woo for LA Mayor and The Women's Vote Project in San Francisco for the California Democratic Party. I was District Director for the late Assemblymember Ira Ruskin to round out my legislative experience. I also have experience working in the private sector as a developer relations manager at both Apple Computer and SCO. I believe the combination of my private and public sector experience has served me well as a councilmember. My main issues are implementation of the city's Housing Blueprint plan, creating more support for small business development, implementing the homeless coordinating committee's plan and continuing to work on making sure public and open spaces are safe and inviting for all. I have been endorsed by the mayors of all four cities in the county, Joe Simitian, Faris Sabbah, Zach Friend, Rose Filicetti, Deborah Tracy-Proulx, Neal Coonerty, Hilary Bryant, Mike Rotkin, Pamela Comstock, Adam Spickler, Felipe Hernandez, Jack Dilles, Kristen Peterson, Gloria Nieto, Robert Orrizzi, and Dan Haifley (partial list)

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**Q7** Why are you seeking the endorsement of Santa Cruz County's grassroots LGBTIQ political organization, the GLBT Alliance?

I believe the advocacy work the GLBT Alliance does is crucial to protecting civil rights for people in the GLBT community. Your mission is important and having your endorsement means a lot to me. As someone who has seen up close and personal the pain experienced by friends and family in the LGBT community from bigotry and discrimination, I strive to be an LGBTIQ ally.

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**Q8** Please tell us about any past or current experiences or involvement you've had addressing LGBTIQ issues or work you've done to support the LGBTIQ community.

While on city council, I joined the LGBTIQ community at rallies denouncing the murder and violence that occurred at the Pulse nightclub in Miami in 2016. It was a horrific act that should never be forgotten. I supported travel bans by city government to states that deny civil rights to members of the LGBTIQ community and I whole heartedly support community program funding from the city for the Diversity Center. I was so impressed with the youth I met who painted the beautiful mural at Loudon Nelson Center with a grant and collaboration between the city arts department and the Diversity Center. Starting in college as president of the Young Democrats, I coordinated anti-discrimination and pro GLBT rights rallies with the members of the Lesbian and Gay Student Alliance when I was a student at CSU Fresno. As a campaign staffer for federal, state and local candidates I reached out to the GLBT community for fund raising and campaign field activities. As a member and chair of the Santa Cruz County Democratic Party Central Committee, I coordinated a contingent of candidates, elected officials and community members to march in many Santa Cruz Pride parades and registered voters at the celebration in the park. As a legislative staffer to Assemblymember Ira Ruskin, I publicized his co-sponsorship of the same sex marriage bill and attended GLBT events on his behalf. While I was the Program Manager for the Tobacco Education Clearinghouse for California, I was tasked with managing a team that created educational material to fight the tobacco industry's advertising. Tobacco companies specifically target the GLBT community and they spend an inordinate amount of money on advertising to the GLBT community. I worked with health educators from the GLBT community to ensure our anti-tobacco material was effective and respectful.

**Q9** What historic political or civil rights struggles are you familiar with that impact LGBTIQ equality?

I am familiar with the history and progression of the LGBTIQ civil rights movement. One of the most recent Supreme Court cases involves a same sex couple ordering a wedding cake from a baker in Colorado and despite the ruling in favor of the baker, the case left open important questions in regard to denial of civil rights in the name of religious beliefs. In 2015 the case disallowing a state's ability to deny marriage rights to same sex couples was a great day for LGBTIQ civil rights. During the mid 2000's, I worked for an Assemblymember who was a great advocate of LGBTIQ rights. He picked Wiggys Sivertsen to honor as "Woman of the Year" for his Assembly District. I had the pleasure of accompanying Ms. Sivertsen to Sacramento and learned history about BAYMEC's founding and the struggles she faced as a lesbian before the LBGTIQ rights movement. Health care for people transitioning and after care for surgical procedure are issues for people at most places of work that offer healthcare. Much work needs to be done just educating human resource and benefits specialists in this area.

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**Q10** What is your philosophy about working with minority communities of which you are not a member, and how will this manifest in your future work with the LGBTIQ community?

My philosophy is to listen and pro-actively seek out information when working with minority communities of which I am not a part of. I will continue to make myself available for meetings, attend LGBTIQ events and constantly seek out information on how I can continue to be a good ally.

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**Q11** Please describe any programs you know of that impact the LGBTIQ community and that are governed by or funded through the elected office you are running for? Include any suggestions you may have for improving these programs.

The community programs budget for the City of Santa Cruz grants the Diversity Center funds for programs within the city of Santa Cruz. The city also has grants through the arts department for LGBTIQ youth programs. The Santa Cruz AIDS project also receives funding as well as services for suicide prevention. While AIDS and suicide services impact all communities, I know the impact felt in the LGBTIQ community is more profound. If more youth focused programming for LGBTIQ youth is possible, I would like to see more anti-bullying programming.

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**Q12** If elected, how would you use your position to help further issues of importance to the LGBTIQ community?

I believe I have used my position the past four years as a councilmember to help further issues of importance to the LGBTIQ community. Whether I am re-elected or not, I will continue to further these issues and stand up for LGBTIQ civil rights.

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**Q13** If you receive the GLBT Alliance's endorsement, will you display it in your campaign literature?

**Yes, please send me the GLBT Alliance's logo (jpg file) so I can proudly announce the endorsement on my campaign literature, social media and website!**

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